

### AMENDMENTS TO THE CLAIMS

Please cancel claims 4 and 21 without prejudice and amend claims 1-3, 5 and 20, such that the status of the claims is as follows:

1. (Currently amended) An article comprising:

a backing having two major surfaces,  
a layer of repositionable non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer coated onto at least one major surface of the backing, wherein the adhesive has a storage modulus at room temperature greater than  $3 \times 10^5$  Pascals, and  
an optical recording medium having a first major surface and a second major surface opposite the first major surface, the first major surface adhered to the layer of repositionable non-pressure sensitive adhesive;  
wherein the adhesion of the repositionable non-pressure sensitive adhesive is greater than 3 ounces per inch on the first major surface of the optical recording medium and is less than 3 ounces per inch on skin and paper.

2. (Currently amended) The article according to claim 1 wherein the thermoplastic block copolymer elastomer comprises at least one polystyrene block.

3. (Currently amended) The article according to claim 2 wherein the thermoplastic block copolymer elastomer comprises 10% to 30% of polystyrene block.

4. (Canceled)

5. (Currently amended) The article according to claim ~~[[4]]~~ 1 wherein the adhesion to the first major surface is in the range 5 - 40 ounces per inch.

6. (Previously presented) The article according to claim 5 wherein material forming the first major surface of the optical recording medium is selected from the group consisting of polycarbonate, polyvinyl chloride, polyester, and glass.

7. (Previously presented) The article according to claim 6 wherein the first major surface of the optical recording medium is a non-reading side of the optical recording medium.

8. (Previously presented) The article according to claim 1 wherein the backing is selected from the group consisting of polyester film, polyolefin film, paper, coated paper, metallized film, foil, non-wovens and cardstock.

9. (Canceled)

10. (Previously presented) The article according to claim 1 wherein the adhesive has an adhesion range of 3 to 40 ounces per inch when adhered to the first major surface of the optical recording medium and an adhesion of less than 8 ounces per inch when adhered to standard white paper having a standard weight of 20/50 pounds.

11. (Previously presented) The article according to claim 1 wherein the adhesion range on the first major surface is about 5 to about 10 ounces per inch and the adhesion range on paper and skin is less than about 1 ounce per inch.

12-18. (Canceled)

19. (Previously presented) The article according to claim 1 and further comprising:  
an ink receptive coating on one major surface of the backing.

20. (Currently amended) An article comprising:

- a backing having two major surfaces,
- a layer of repositionable non-pressure sensitive adhesive comprising a thermoplastic block copolymer elastomer coated onto at least one major surface of the backing; and
- an optical recording medium having a first major surface and a second major surface opposite the first major surface, the first major surface adhered to the layer of adhesive;

wherein the adhesive has greater adhesion to the first major surface of the optical recording medium than to skin and paper.

21. (Canceled)

22. (Previously presented) The article according to claim 20, wherein the adhesive has adhesion of greater than 3 ounces per inch on the first major surface of the optical recording medium and less than 3 ounces per inch on skin and paper.

23. (Previously presented) The article according to claim 22, wherein the adhesive has adhesion on the first major surface of about 5 to about 10 ounces per inch and has adhesion on paper and skin of less than about 1 ounce per inch.